

ABSTRACT

An automated system and method for receiving and responding to offer(s) based on predetermined criteria is disclosed. The automated system and method facilitates the sale of products/services over a computer network, e.g., the Internet or the World Wide Web. According to the disclosed system/method, an offer is electronically communicated to a processing system and, based on predetermined criteria, a responsive communication is electronically generated. The responsive communication generally takes the form of an acceptance of the offer, a counter-offer, or a communication regarding next steps in the negotiation process.

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